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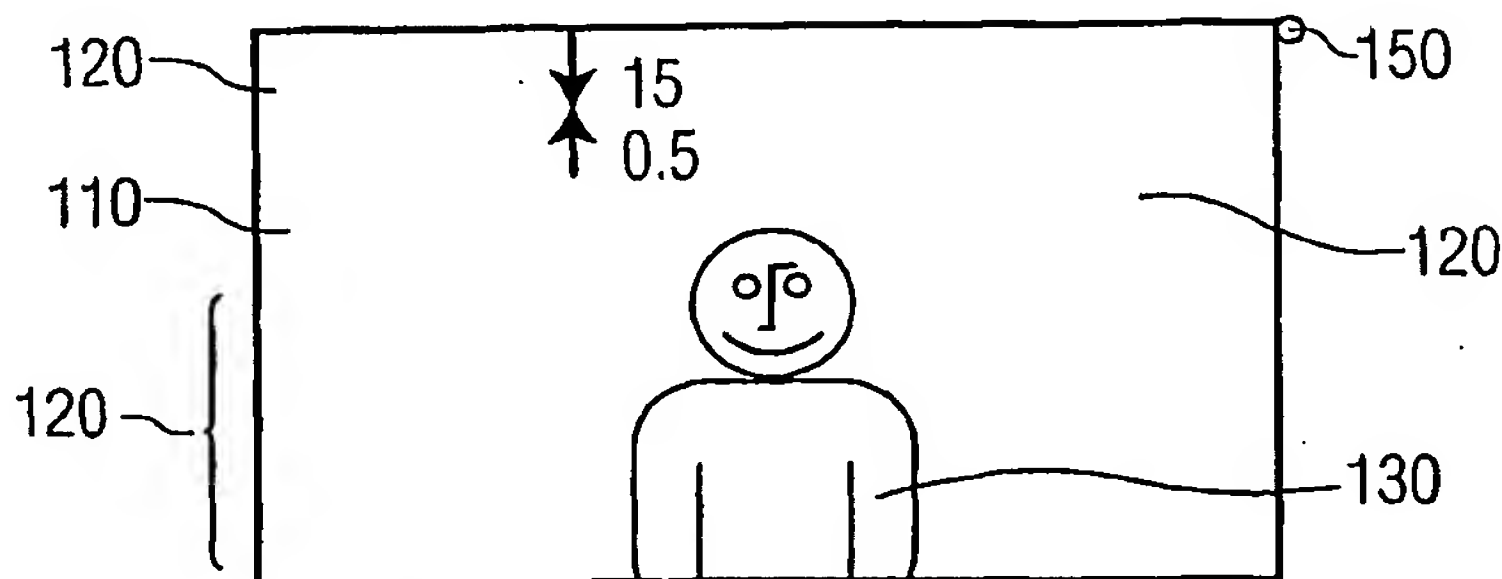
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- as to the applicant's entitlement to claim the priority of the earlier application (Rule 4.17(iii)) for all designations

[Continued on next page]

(54) Title: MESSAGE BOARD WITH DYNAMIC MESSAGE RELOCATION



(57) Abstract: A display system detects a position of a viewer relative to the display device, and adjusts the presentation of information at the display device based on this relative position. The adjustment of the presentation may be to increase or decrease the intrusiveness of the displayed information. In a commercial billboard display, the presentation is adjusted to potentially increase a viewer's awareness of key terms or phrases; in a multi-purpose consumer device, such as a vanity mirror with an integral display, the presentation is adjusted to minimize the intrusion of the information relative to the primary purpose of the device.

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